



INTERNATIONAL
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***Design a new kind of
souvenir that will also be a
container for a Greek local
food product***

Rovatsos Nikolaos
1106140018

**SCHOOL OF ECONOMICS, BUSINESS ADMINISTRATION & LEGAL
STUDIES**

A thesis submitted for the degree of
Master of Science (MSc) in Strategic Product Design

Supervisor: Prof. Babalis Athanasios

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Statement of originality

I hereby declare that the work submitted is mine and that where I have made use of another's work, I have attributed the source(s) according to the Regulations set in the Student's Handbook. Any contributions received in preparing this dissertation have been acknowledged.

SIGNED

Rovatsos Nikolaos

January 2019

Piraeus – Greece

Abstract

Souvenirs are gifts to ourselves and our beloved ones as a memory of a trip that completed. Small or bigger items, art crafts or local food products used as a reminder for the traveler. This thesis analyze the potential combination of different markets, to give a new result. A multifunctional designed souvenir that will be re-used by the traveler in everyday life.

Keywords: souvenir, container, design, Greece, Laconia, history, architecture, material, market, local food products

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1. Introduction

Financial crisis in Greece keeps tourism industry unsupported. Lack of new investing funds and the unsupported behavior by government institutions drown even deeper tourism sustainability. Although, small business startups begun to contribute using new ideas, services and agricultural exploitation.

Design in forms of services, digital, print or industrial used as fundamental element for successful results of a new product. Souvenirs, which are used as spoils of memories on a trip, happily started to follow the same path. A new era of tasteful and beautiful designed objects begin to be produced by new companies in the market.

A new idea has arisen, to collaborate different industries and support the sustainability of tourism. The combination of design, tourism and rural production will give a multifunctional result, a product that will support all industries and specially the view of Greece in the rest of the world.

1.1 Research Objectives

The aim of this thesis is to design a new kind of souvenir that will also be the container of a local product. The souvenir will come from Greece, as the local product also. The vision though, is to start a new era of souvenirs. Products that will have two or more functions. They will have the design characteristics and semiology that will remind you of a specific place in Greece, but also will contain a local product that is representative of the area. This kind of products will give the opportunity to tourists visiting Greece or even Greeks to use them in everyday life, reuse them after the local products end, but more important be a memento of the place they visited.

1.2 Research Methodology

To accomplish the above stated, a mind mapping research procedure was followed. The study material was provided by searching for papers, books, institutional information and market data, related to souvenir, tourism industry, rural production and design principles.

1.3 Reflections

At the end of this informative research, souvenir industry, traditional food products market and finally region's Laconia tourism industry, have the potential to grow and along with them to support the sustainability of the economy in the area and the rest of Greece. Financial crisis gave the birth for a transition to a new era of business startups. New beginnings in design, food products and general need of people to come closer with nature and its products. However, due to lack of investing funds from the Greek Government, tourism industry and regions like Laconia remain untapped. This gap, which exist in this market, can be filled with new ideas for products and services, from meaningful, stable and hardworking collaboration in the region. This thesis is a proposal of a multifunctional souvenir that may support tourism industry and its sustainability.

2. Literature Review

2.1 Souvenir

2.1.1 Souvenir Definition

Travelling around the world is the only thing a person spends money on, but at the same time makes him richer. To travel is a living adventure, creates emotions never felt before, meeting new cultures and people and in the end filing the traveler with memories. For its sustainability tourism industry, produces items that connect these memories to an actual product referred to as souvenir.

The Greek definition of Souvenir is a memorable item from a journey with leisure activities. Although, the origin of this word is French with an exact meaning "to remember". Figure 1 (Swanson & Timothy, 2012), amplifies that Souvenir has multiple definitions through research in articles and books.

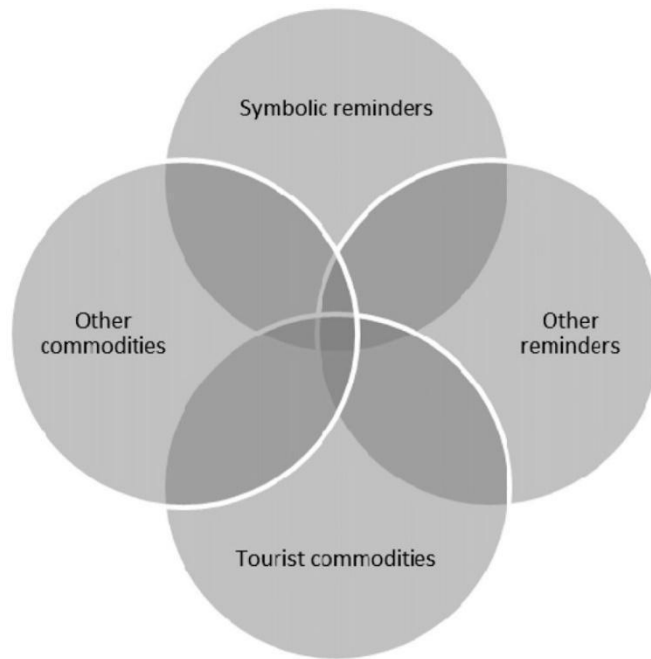


Figure 1 (Swanson & Timothy, 2012)

Tourists refer to them as products that they purchased or found due to visiting a place or having a special experience. On the other hand, merchants or suppliers consider Souvenirs as “The object that has exchange value in the marketplace and are produced, distributed, and consumed with few emotional attachments”(Swanson & Timothy, 2012). Another view of souvenirs are everyday objects that purchased during the journey and did not intend to be souvenirs, but in the end, became keepsakes, for the entire travel that completed, every time that they are being used again at home. A map of the place that is being visited or a ticket used in a bus during the journey is another kind of souvenir that are being kept to remind you specific moments of it. Authors that wrote about souvenirs had many different opinions. On one hand “intangible reminder or golden memory” (McKercher & Cros, 2002), on the other “as cheap, insubstantial, mass-produced kitsch with which tourists have a misguided preoccupation”(Lasusa, 2007).

“Souvenirs of essence are intangible recollections, abstract notions of place attachment, enjoyable holiday experiences, and social connectedness. Souvenirs in substance are physical, tangible, material objects that identify place and delineate a singular experience. This description corresponds with souvenir research, which has tended so far to focus on three major themes:

souvenirs as holders of meaning, souvenirs as tradable commodities and souvenirs as products of commodification, a crossover of the first two” (Swanson & Timothy, 2012).

2.1.2 The Dimension of Local Products and its direct relationship with Souvenirs

Jean Anthelme Brillat-Savarin stated that Gastronomy is a combination of natural history, physics, chemistry, cookery, business and political economy (J. A. Brillat-Savarin, 1949). This statement can be translated in a meaning of that gastronomy is a part of the culture of a specific rural place or a city or a country. Traditional food and products is the regional identity of every tourism destination and also critical as research shown for tourism sustainability (R. Sims, 2009). To become a culinary tourism destination must promote and develop high quality cuisine or distinctive local food products (Hashimoto & Telfer, 2006; Ilbery et al., 2003). It is the social demand of every tourist to use the senses of taste, smell, watching, touching and hearing to create memories in a new place that travels (J. Bessiere, 1998). Researchers Fischler (1993), Poulain (1985) and Herpin (1988) after a social anthropological analysis stated that food is a symbol, a sign of communion, a class marker and an emblem (C. Fischler, 1993; J.P. Poulain, 1985; N. Herpin, 1988). These iconic acceptations are the quest of originality that every tourist seeks in its memories that will bring back home. A direct relation with its five senses, a souvenir that will trigger its imagination every time will eat, smell, drink, cook or see it.

2.1.3 Kitsch Definition

In 20th-century, kitsch has its roots from low culture mass-produced and poor-quality imitations or handicrafts of artwork and expensive products. However, it can be used as an adjective that defines lacking of any taste or value (D. Atkinson, 2007). A term of abuse, synonym of authoritarian aesthetic for the masses, or that it deserved little, if any, attention. (Calinescu, 1987).

Also, kitsch characterizes the products that invented and produced to fill the demand of creating a new folk culture that was needed for the rural people that relocated to the cities. A new kind of

culture that suits in their own needs and market (C. Greenberg, 1939)

2.2 Greek Souvenirs

2.2.1 What shapes, forms and architecture are universally recognizable as Greek

Alexander the Great, was one of the first that spread the Ancient Greek Classical Art Style far and wide. However, they were four periods in ancient Greece that made shapes, forms and architecture universally recognizable as Greek. The Geometric, the Archaic, the Classical and the Hellenistic period (W. R. Biers, 1992).

To understand how classical style evolved and what made Greek Art so impressive, is helpful to know what was happening in Greece, culturally and politically. The golden age of Arts in Greece, was the same era when the great philosophers Socrates, Plato and Aristotle begin teaching. And also Greek dramatists and playwrights like Sophocles and Aristophanes (J.J. Pollitt, 1972).

In the early Geometric Period ceramic vessels, primarily used for funerary items storage, were painted with repeated geometric shapes and figures. Later pottery became more utilitarian and Decorative (T. B. L. Webster, 2014).

During the Archaic Period vase painting was an important art form, which involved scratching incisions to reveal black silhouette figures and backgrounds of orange clay. Details were then painted in red or white. A technique that was known as the Black Figure Technique. Another technique called Red Figure Painting was replaced the Black one, uses black background and paintings with brushes (A. Snodgrass, 1980).

During the Classical Period, the creation and decoration of Greek pottery dramatically changed. The scenes of Greek pottery are like a window to the past, showing pictures of Greek mythology, everyday life and Gods (J.J. Pollitt, 1972). The philosopher Protagoras claimed that men is the

measure of all things. It was the period when human body became the central focus of Greek art, celebrating the athleticism and strength by creating bronze and marble sculptures. Greek artists in the Classical Period innovated architectural structure as well. Corinthian columns, more decorative than Doric and Ionic columns, were popularized in architecture and spread natural motives around Greece (J. R. Senseney, 2011). Mythological and historical scenes filled friezes, carved and reliefs which also incorporated into temple design. The sculptured frieze of the Parthenon in Athens, includes illustrations of Gods, musicians, soldiers, elders, heroes and other scenes. A sculpture that heavily influenced art in Classical Period and continues to influence art today (M. Gelernter, 1995).

During the last period of ancient Greek art, the Hellenistic Period, art was used for propaganda purposes. It was that period that two of the greatest sculptures in history were made. The Venus of Milos that exemplifies the Greek ideal style and the Wind Victory of Samothrace which represents the Goddess Nike in a dynamic pose about to take off and fly (G. M. A. Hanfmann, 1957).

Classical Greek Art prove its endurance beyond doubt, influencing neighboring cultures substantially enough to bring subtle changes in styles and forms. Greek Art set the foundation for many modern art practices from our representation of other human figure to techniques used in pottery and painting. More importantly though is that the societal emphasis of the arts remains influential until nowadays (F. D. K. Ching, 2015).

2.2.2 What do these people/tourists seem to buy now in general when they visit Greece?

Preferences of tourists seems to differ depending on age. Most of them want to buy something cheap and small to remember Greece, for example fridge magnets or ceramic amphora. One of their choice is still Phoivos and Athena, the mascots of Olympic Games of 2004 in Athens, they claim that it is “the authentic image of Greece to the world”(<http://www.tovima.gr/PrintArticle/?aid=603756>).

In any case, tourists come to Greece and loving especially Greek food, wine, olive oil, honey etc.

Travel portals provide them with suggestions about the products they have to taste or purchase when they travel to Greece. Some of the most popular choices are spirits like Ouzo, cosmetics, honey, Olives, spices and flavors, leather sandals, jewelry, art crafts etc.

During the last few years Greek wine made an impact to the world, like the famous white Moschofilero, but depending the place of visit a tourist will taste different kinds of spirits. Vinsanto wine which comes from Santorini Island and has a sweet taste. In the Island of Crete, which is a must for every one that travels to Greece, you can find Raki. In Cyclades, an island group in the Aegean Sea, and especially in Amorgos you can taste Rakomelo, a spirit that combines Raki and honey. Or one with a unique taste, Masticha Liqueur, in Chios Island, which is being produced by the fruit of Masticha Trees that grows only on this place!



Santorini Vinsanto 2010



Mastic Tears (Masticha Liqueur)



ROOTS Rakomelo

(Pictures 1-3, Figure 2)

Due to country's rich biodiversity, companies and small producers in Greece started to reclaim Greek nature's gifts and produced a variety of nature's high quality Cosmetics. The worldwide known companies Korres and Apivita producing from shampoo to anti-aging creams!



APIVITA Bee Radiant

Age Defense Illuminating
Cream



KORRES Shampoo

Almond & Linseed



Bio Aroma Bee Salve

(Pictures 4-6, Fig 3)

Another classic choice for souvenir is Honey. Unlike any other in the world Greek honey tastes so delicious and also can be a great combination, and a full meal, with Greek Yogurt and Greek walnuts, like pistachios from the Island of Aegina. You can find a variety of tasteful Greek Honey, including the most popular thyme honey, pine, heather and chestnut.



Vasilissa Honey

Thyme Honey



Divine Honey

Pine Honey



Pure Mother Bee

Thyme Honey

(Pictures 7-9, Figure 4)

The flagship of Greek food and souvenir is of course Olive oil. It is the staple of Greece and most exportable of all traditional products. The biggest argument between Greeks is which place in Greece produces the best olive oil. It is a fact that Greece produces one of the best olive oils in the world due to extra virgin quality, its rich taste and different kind of flavors that every unique place gives to its taste. Tourists can also purchase olives themselves or even wooden products that that comes from the olive tree itself.



Moria Elea Deluxe

Extra Virgin Olive Oil



Olivewood jars, scoops &
spoons

Olive Tree Store



Olive Oils

(Pictures 10-12, Figure 5)

Greek food many times mentioned by tourists as exquisite. One of the reasons that makes Greek cuisine so tasteful, is that during of many recipes are being used different spices. The most classic one is Oregano, which is sprinkled on almost every Greek food, from Greek salad with feta cheese to barbeque. A well-known spice worldwide is saffron, the Greek version of it is Krokos Kozanis, one of the few with an origin name. Of course we cannot omit the Mountain Tea, known in Greece as “Tsai tou Vounou”. It is local dried wildflowers grown in many mountain areas in Greece that is being brewed with hot water to become tea.



Oregano

Aroma Farms Products
AEVE



Mountain Herbal Tea

Rhoeco



Krokos Kozanis (Saffron)

Krocus Kozanis

(Pictures 13-15, Figure 6)

One of the highlights of shopping therapy in Greece by tourists, is fashion ware. A popular choice are a pair of leather sandals, which can remind the footwear of ancient Greeks, tagari bags, dresses, scarves and more, which they are all inspired by traditional clothes of different tribes of Greece.



Laconian Sandals

Melissinos Art



The Big Bag Theory

Tagari Handmade



Killini (Knitted mini dress)

Zeus + Dione

(Pictures 16-18, Figure 7)

Greeks seem to be superstitious enough, that is why invented some smart-weird ways to keep evil away of them! One of them is the traditional “evil eye”, a blue glass with an eye in the middle amulet that protect them from bad fortune. Although, a new age of Greek designers got the “evil eye” and more of the old traditional Greek souvenirs to the next level. Alternative proposals to remember your special adventures in Greece. Cement wall clocks showing the map of Athens, key rings with Plexiglas figures of the wisdom owl or Greek donkey, Tote bags with printed Greek figures and many more. Lastly, we cannot avoid mentioning Greek art that through ages kept alive and nowadays we can have it captured in miniatures, replicas or even jewelry souvenirs of some of most recognizable ancient coins, figures, pottery, treasures etc.



Mati Products

Idisti



Cycladic Bowl

Benaki Museum



Paperweight coin of Aegina

Benaki Museum

(Pictures 19-22, Figure 8)



Evzone Tote

Tilt



Embroidered Silver Necklace

Meet the Cat



Boat Pot

The Three Dots

(Pictures 23-25, Figure 8)

(<https://thetravelporter.com/blog/2016/9-of-the-best-souvenirs-to-buy-in-greece>)

2.2.3 Greek Kitsch Design Souvenirs

Greek souvenirs have not many differences with the rest of the world's mass-produced products, till today. If we visit for example Monastiraki area, near to Acropolis in Athens, we will be witnesses of souvenirs that have the same kitsch design view the last 30 years. Small dolls of the well-known Greek warriors/soldiers, called Tsolias(Pic. 1), that fought against Turks during the Turkish empire, miniatures of bust statue of Greek Philosophers, for example Socrates, Plato etc., replicas of painted amphora shown stories or figures of Greek festivities, leather sandals that recalls God Hermes's footwear(Pic. 3), Spartan armors, shields and helmets(Pic. 4), or even more small miniatures or magnets made by plaster, to place on the fridge, of specific places like Acropolis or Greek Islands (Picture 27, Figure 9).



(Pictures 26-29, Figure 9)

2.2.4 Transitional Age for Greek Souvenir Design

2.2.4.1 Characteristics of the new Design Era

Tourists have an eye for kitsch. And it is true, if we consider the culture that is being promoted through the souvenirs that are being provided in every most likely gift shop near of the most visited and popular tourist attractions in the world (M. J. Shen, 2011).

The same situation can be found at many souvenir shops in Greece. Although the last years a new creative generation which is composed from graphic designers, architects, industrial designers, artists and specially companies that selling Greek local products, started a new era of products that are being sold in popular places in Greece, like Plaka in Athens, Rhodes Island, Chania in Crete etc. They started to design minimal prints on everyday products that have a Greek, mostly historical, storytelling, reuse of old products that reminds past days of Greek culture and their living, local products with great designed packaging or even playful smart objects and toys that can bring to life again old figures, monuments or well-known toys. Another big difference between kitsch souvenirs of the past and the newest designed ones, is that all of the new ones are being produced by Greek local producers and manufacturers, in a contrast with the old ones that are all made in China (<http://www.tovima.gr/culture/article/?aid=620149>; <http://www.kathimerini.gr/862285/article/epikairothta/ellada/ta-ellhnika-soyvenir--alliws>; http://www.huffingtonpost.gr/2016/02/11/life-small-business-souvenir_n_9200594.html)



The Parthenon Mug,

by When in Greece



Atlas Shopper

by StudioLav



Colour Athens

by Colour Greece

(Pictures 30-32, Figure 10)



Kanati

by WeDesign



Achilles Heel – Wines

by pi6



Ladolea

by KIZIS Studio

(Pictures 33-35, Figure 11)

However, even if the design approach of souvenirs changed, the most being sold souvenirs are everyday products that have prints of Greek figures, popular places, patterns etc. The reason is obvious, the cost of producing a product with a special form is bigger than a mass produced one. Also for the retail customer is cheaper than an exceptional designed product as Ladolea (Pic. 10), which is a special formed container full of oil.

2.2.4.2 What are examples of successful Greek-branded products and their packaging

Throughout the last two decades the stressful extreme force of competition in production and trade has been brought many great differences in packaging since past years. The use of packaging has become a serious part in marketing and promotion of a product. Containment, protection, storage and sale of the product, especially for consumer goods, started to designed by the point of easy to use and product quality (Mandraka&Kormenza, 2008). This upgraded role of packaging started to change mostly the last few years in Greece, which many companies seem to think the cooperation with design agencies as an important part of product development.

2.2.4.2.1 LIA' Olive Oil

Stribakou siblings, founders of LIA' Cultivators, producing one of the top three extra virgin olive oils, 100% of koroneiki variety, according to the world's ranking of olive oil. The white color of the stylish bottle, makes LIA' olive oil recognizable, as also its logo design, which represents primarily “the old milestones that used to produce olive oil and the new circle which has been added”(<http://www.lovegreece.com/en/cristina-stribakou-lia-cultivators>) after, by Bob Design Studio. The patterns of the logo, which looks similar with ways that in past years decorated objects, became from the duplication of the logo itself, representing cultural history of Messinia Region where LIA' olive oil is being produced(<https://www.bobstudio.gr/work/lia-olive-oil>). LIA' Olive Oil has won many National and International awards such as one Gold Star in “Great Taste” for 2016 & 2017(<https://greattasteawards.co.uk/2017-winners>), Gold Award in “New York's International Olive Oil Competition” for 2015(<http://liaoliveoil.com/en>) etc.



LIA' Olive Oil

Company: LIA' Cultivators

Product Design: Bob Studio

(Pictures 36-38, Figure 12)

2.2.4.2.2 LADOLEA Olive Oil

Panos and Thanos Kloutsiniotis, two brothers which their region is Corinthia, launched Melissi & Co with one single vision, to create, design and produce authentic Greek products (<https://www.ladolea.gr/our-story>). Selected olive producers which their concern is to cultivate the olive properly and take care of the oil extraction process become their collaborators for three different kinds of olive oil. The extra virgin olive oil contained in a black pot, which has strong fruitiness and a piquant aftertaste and comes from Megaritiki variety(<https://www.ladolea.gr/product/extra-virgin-olive-oil>), the organic extra virgin olive oil in the white pot, with a delicate taste and sweet aromas that comes from Patrinia variety(<https://www.ladolea.gr/product/organic-extra-virgin-olive-oil>), and the last one, the organic extra virgin olive oil with medium fruity taste from Koroneiki variety(<https://www.ladolea.gr/product/organic-extra-virgin-olive-oil-2>). They also produce an organic sweet vinegar with bergamot, which is contained in the red pot, from the popular Agiorgitiko grape variety (<https://www.ladolea.gr/product/organic-sweet-vinegar-with-bergamot>). The unique ceramic pot container of LADOLEA Olive oil redesigned by Kizis Studio(<http://kizisstudio.com>) and Graphic Designer Leandros Katsouris(<http://www.leandroskatsouris.gr>). Their goal was to combine ancient and modern in a handmade pot that traditional Greek potters are producing. A ceramic pot that inspired by the great history of Corinthian region in Greece and dated to 700 B.C. Aryballos pot was an oil flask that athletes in Olympic Games, used to carry the olive oil that cover their bodies before wrestling games(<https://www.ladolea.gr/ceramic-pot>). LADOLEA Olive oil was awarded in 2014, for its Communication Design Packaging, with a Red Dot Award (<http://red-dot.de/cd/de/online-exhibition/work/?code=04-00815&y=2014>), in Berlin, and in Tokyo with the Silver Pentaward in Pentawards(<http://poc2015.pentawards.org/winners/?p=16090>).



LADOLEA Olive Oil

Company: Melissi & Co.

Product Design: Kizis Studio

Graphic Design: Leandros
Katsouris

(Pictures 39-41, Figure 13)

2.2.4.2.3 The Family Beez

Rotas family beekeeping business produces thyme honey for forty years in Serifos Island. George Rotas and his wife Lili, took the decision to get the family business one step ahead. To become a honey that can be on every store shelf and then on every customer dinner table, needed to be packaged and presented in a way that will be related to its quality and production process (<http://www.thefamilybeez.com>). Mousegraphics design agency, designed a handmade wooden miniature of bee cell as a gift pack, which its goal was to show in a unique way the origin of the honey and the authenticity of the product. As for the numbers on each bee cell, given to honor the most productive bee cells of this year (<http://www.mousegraphics.eu/works/the-family-beez>). The Family Beez is being sold with Organic Thyme Honey, Organic Wildflower Honey and also natural thyme, heather and oak honey. Its Design Packaging awarded with the 3rd place in the

Dieline Awards in 2015(<http://www.thedieline.com/blog/2015/4/27/3rd-place-dairy-spices-oils-sauces-condiments-the-family-beez>) and also in Ermis Awards with Gold Award for Food Packaging and Silver Award for Logo/Small Business in 2014.



The Family Beez

Company: Rotas Son &
Daughter

Design: Mousegraphics

(Pictures 42-44, Figure 14)

2.2.4.2.4 Finest Roots

The newest and last, of the family owners of Callicounis Distilleries, the oldest one of its kind established in the city of Kalamata since 1850, Manos and Nikolas Smyrlakis, created Finest Roots. A premium brand that offers four top graded Greek liqueurs (<http://finestroots.com/about>). With the careful selection of 100% natural raw materials, without the addition of essential oils or other fragrances, Mastiha, Tentura, Rakomelo and Herb Spirit complete these series of high quality spirits. The brand name “Roots”, symbolize the roots of the past that inspire recipes. The logo which has been designed by Bob Studio, is being transformed in every series liqueur. A rhinestone for Mastiha is revealed, highlighting the crystalline structure

of the mastic, rounded for Tentoura, symbolizing the cross-section of cinnamon, a hexagon for the Rakomelo depicting the honeycomb and a cross for Herb Spirit, indicating its healing, almost "monastery" character(<https://www.bobstudio.gr/work/roots-premium-spirits>). Another two awards for Bob Studio, came from EBGE awards in 2013, this time participating with Finest Roots, winning the Golden award of the alcoholic drinks packaging category and the overall graphic design category(<http://finestroots.com/news/golden-design-awards-for-finest-roots>).



Roots Liqueurs

Company: Finest Roots

Design: Bob Studio

(Pictures 45-47, Figure 15)

2.2.4.3 Institutional Support

One of the major steps that Greek Government made to support the development of Greek Cultural Tourism was in 1985, when Athens became the first Cultural Capital of Europe. Greek Government, represented by Melina Merkouri as a Minister of Culture, organized an event that expressed the importance of Culture for Greek National Identity (G. Richards, 1996). This

extremely honoring event took place for the second time in 1997 in Thessaloniki.

In 2004, Greek government used the Olympic Games as a rebranding for Greek national identity. It was an opportunity for Greece to rebrand itself as a modern progressive state that is ready to welcome international business along the European Union and world widely (J. Traganou, 2016)

Due the financial crisis of 2008 in Greece, the budget of Ministry of Culture and its actions limited. Most of the movements in culture are dependent mainly on the EU Community Support Framework. This financial support helped Greece over the years to develop the Protection and Promotion of Cultural Heritage, and the Development of Contemporary Greek Culture. It became possible to acquire buildings for National museums such as the Acropolis museum, the National Archeological museum in Athens, Thessaloniki, Patra, Ancient Olympia, etc., so projects and exhibitions can took place to increase the visitation of tourist and locals (A. Bounia, 2012).

In 2016 Archaeological Receipt Fund of Greece organized a competition for designing new cultural products of Greece that will be produced in Greece and being sold in Greek Museums. ARF call for competition design agencies, freelancers and design students to send their ideas that will be printed on everyday products like mugs, t-shirts etc. (Pic.

11)(<http://www.tap.gr/tapadb/files/anakoinoseis/design.pdf>, <http://news247.gr/eidiseis/weekend-edition/ta-ellhnika-soyvenir-toy-mellontos.3893511.html>).



Owl - Single Graphic

by Paris Xintarianos Tsiropinas (Design Student)

(Picture 48, Figure 16)

3. Research and Analysis for the Identification of the Region's Selection and its Local Product

3.1 Region's Selection

3.1.1 Selection of region Laconia

Greece has many beautiful regions to visit, explore and live at. Some of them are well known all over the world as “bucket list places” to visit, for example Santorini. Due to so many beautiful places, the choice was difficult to be decided. However, was also an easy choice that developed on three axes: a) pick a region that has a lack of tourism development, b) pick a region that produces local food products but they are not well known in the rest of the state or world, c) pick a region that is familiar and also easy to expressed by design.

a) Laconia's Tourism development is lagging behind. The low rates of tourists arrivals and average residency length reveals the problem. Tourists of the state are Greeks and travelers who prefer quiet vacations without tourist commercial exploitation. On behalf of Hotel Owners Association in Laconia, Dimitris Koutoulas(Uni. Professor), presented to the sum of the mayors of the state Laconia, the current situation of Tourism Indicators. Mr. Koutoulas, mentioned that can acquire a comparative advantage in tourism industry, but first should be protected the natural environment and architectural characteristics of the state. Although the rates of indicators for tourism industry in Laconia are low, every visitor has a positive perspective for the state. 98% of visitors have been asked and answered that they will suggest Laconia for vacation to their friends. Historical sightseeing, the beaches, the wild nature and hospitality of inhabitants creates an asset for tourists. However, low level road network and the bad impression that Gythio & Sparta leaves to tourists, are some of the few state's problems. Nevertheless, Mr. Koutoulas suggests that has to be a new effective way to promote Laconia (Tsogkas M. 2015). A new approach that will promote the characteristics of the state that makes it special and unique (Pike, 2008).

Region Laconia have many historical, monumental and beautiful sightseeings to visit. Most of them are not so famous and "bucket listed" for tourists or Greek citizens. Hellenic Statistical Authority research in 2016, shows that Peloponnese comes 5th with 3.8%, among all 13 states of Greece, in the choice of accommodation of tourists and Greeks (Hellenic Statistical Authority, 2017).

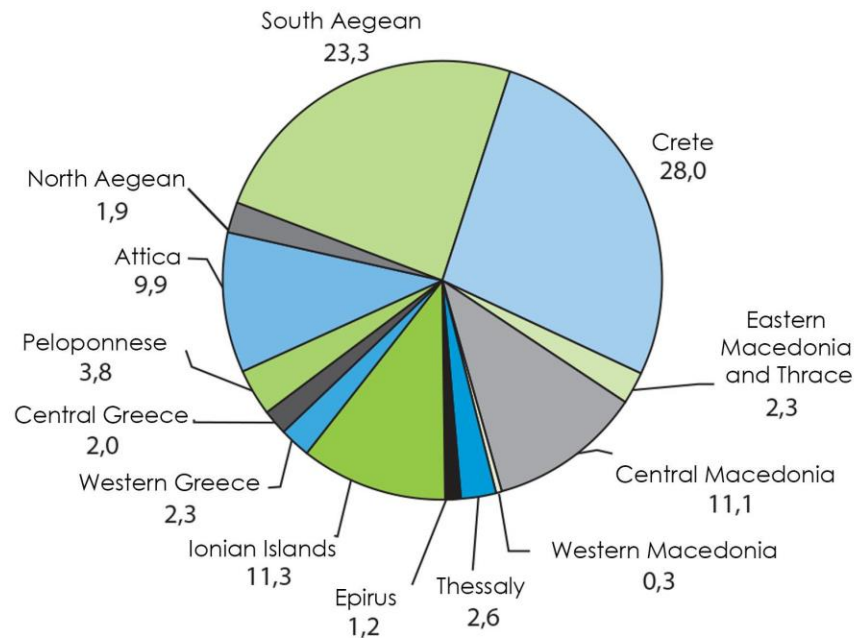


Figure 17, (Hellenic Statistical Authority, 2017)

This problem comes as a result of the few tourism promotion campaigns, mainly by the Greek government, for the whole state and specially for region Laconia(Pike, 2008). In order to help tourism of the region to be grown, and mostly for places that are unknown to a wider audience, the aim of the final designed product will be to promote a monumental touristically unexploited place of the region that has morphological characteristics of Laconia and also a rich historical background. As a result this special chosen sightseeing, will help the design process to be completed, by giving inspiration for the design, the materials that will be used to manufacture it, the local product that is produced in the close area which will be chosen and contained in it, and lastly the awareness raising for the culture by its history.

b) There are not many options of local food products that are known for their region, being produced already or be packaged in a container, besides few exceptions like Saffron from region Kozani. In region Laconia beside some specific choices of PDO products, we can find many

rural food products that they are so tasteful but also non promoted. So it became an aim to support the development of a local food by using the history and the monuments of the region and in the end have a multi-sensational result for a product.

c) From the designer's point of view, it is necessary to capture as many characteristics as possible from a place that is being examined, so he can express them on his design with his own expression, known as the "Phase 1: Assimilation"(B. Lawson, 2005, p. 47). The third axe for the choice of Laconia's region, became due to my origin from this region. The culture, the history, its views from their sightseeing and local products are as familiar to me as I am visiting Laconia from my early youth.

Considering all that mentioned above and at the same time feeling the responsibility to help Laconia's new promotion perspective of its culture and characteristics, I selected as the region of Greece that will be examined to design the next kind of souvenir of Greece.

3.1.2 What are the shapes and forms universally recognizable for the region of Laconia

Travelling around the whole region of Laconia, it is mostly recognizable the forms and the architecture of the houses and towers, which they were built mainly by rock. The architecture of some places of Laconia such as Mani and Monemvasia, is characterized by its fortified way of building. Besides housing people, the home had to be resistant to attacks. For this reason the residence resembles small forts. It is a compact building with a multitude of defense elements. It shows strong and often the appearance plays a deterrent role, as it increases the degree of difficulty for the attackers. Towers help to this conclusion as they have a strict architecture style and show powerfulness in every angle of them. It is important to mention that only the powerful families had the privilege to build single towers and houses that include towers. The construction of them it was often a reason of war, as much as taller is the tower, that much is the family powerful (P. Vouniseas, 2015).



(Pictures 49-50, Figure 18)

3.1.3 Places to visit and things to do in Region Laconia

Tony and Maureen Wheeler created their first guidebook after an unforgettable trip to Asia. Since that trip and for more than thirty years, Lonely Planet guidebooks inform and inspire travelers around the world where to eat, sleep, sightsee and amuse themselves along their travels. Trusted content from experts who visit every destination, encourage a “responsible independent travel” for those who want to discover deeper aspects of a place, society or culture that they visit (D. Lisle, 2008; www.lonelyplanet.com). Lonely Planet is a worldwide well known company that uses print and digital forms to share information on destinations and inspiring ideas on what to see and do. These information will be used to examine the places to visit and thing to do in region Laconia.

3.1.3.1 Analyzing the top attractions in Region Laconia

Using Lonely Planet as a tour guide, a research analysis has been made in history and inspiring information for some of the top attractions like Mystras, the island of Monemvasia, Kastania Cave, the ancient theatre of Sparta, the statue of king Leonidas and the petrified forest of Saint Nicolas, in region Laconia.

3.1.3.1.1 Mystras

The state of Mystras contains the upper town, the main town, the lower town or middle town and the outside town. Up on the hill, above the upper town of Mystras where is full of houses, temples, chapels and has reference center the palaces, stands the castle founded by William II de Villeharduin in 1249. The lower town which is fortified like the upper one, contains the houses of Laskaris and Frangopoulos, monasteries and temples. Mystras is known for the Late Byzantine Churches like Saint Sophia in the upper town, the Metropolis in the lower one, the monastery of Pantanassa, which until now continues the organizes monastic female community, etc. (http://odysseus.culture.gr/h/3/gh352.jsp?obj_id=2397)



Mystras

(Pictures 51-53, Figure 19)

3.1.3.1.2 The island of Monemvasia

The Byzantine Castle of Monemvasia stands on an small island, on the southeastern coast of region Laconia. It is connected with the mainland through a small bridge that leads to the only entrance of the Castle that also took its name, Moni Emvasi(in Greek) = Only Entrance. Although Greeks give it some slight variations or different pronunciation, such as Monovasia. During the Middle Ages Monemvasia had different names, the Franks knew it as Malvoisie and the English called it as Malmsey. (<http://www.monemvasia.gr/en/monemvasia84744>)

Monemvasia's island contains two fortified residential complexes, that are not viewed from the mainland, the Upper Town and the Lower Town. At the Lower Town, where in nowadays a tourist can find accommodation and many places to eat, a walk at the streets of the castle can make the traveler understand the architecture and feel history of this fortress.

The first settlers came in Monemvasia 8000 years ago. In 375 AD, a powerful earthquake changed the region's geomorphology and Monemvasia's as well. It was the time that Monemvasia formed as an island, has been cut off from the mainland.

Throughout its history, due to its geopolitical importance, Monemvasia faced many sieges from the prevailing Great Powers of time, like Franks, Byzantines, Venetians, the Pope and Turks. However its inhabitants, throughout the ages, have maintained their identity, a relative autonomy and their privileges

(<http://www.monemvasia.gr/en/component/content/article?id=197&Itemid=263>)



Castle of Monemvasia

(Pictures 54-56, Figure 20)

3.1.3.1.3 Kastania Cave

Another impressive cave of Laconia, as Diros Caves, it is located near to Kastania village on the southern tip of the Peloponnese. Kastania Cave is classified as second of its kind in Europe due to its density and variety of shapes, colors and figures. It took three million years to be created by nature, this enchanting architecture with numerous impressive formations such as the impressive red and white waterfalls, columns and the caricatures of octopuses, corals, young elephants, mushrooms, birds and exotic plants. The cave's surface, which was formed from lime stones of Jurassic age (195-145 million years old), covers 1,500 square meters separated into two levels and the visitor is guided along a 500-meter route to observe geological rarities such as discs, flat and helical stalagmites. (<http://www.kastaniacave.gr/en/kastania-cave-en>)



Kastania Cave

(Pictures 57-59, Figure 21)

3.1.3.1.4 Ancient Theatre of Sparta

Just below the sanctuary of Athena in Sparta, on the southwest side of the hill of the acropolis, lies the Spartan theater with its most marble seats plundered. It was one of the largest ancient theaters with an outside diameter of 140m, and an orchestra diameter of 24.50m. The theater basically retains the form it took in Emperor's Augustus time. This early theater was used for public gatherings and pandemic celebrations with dances and sports. Worshipful and sports events continued to take place alongside with the purely theatrical performances in the theater, whose scene was wooden, movable and could, depending on the needs, remain or shifted within the "movie theater" (S. Nikolakakou, 2010).



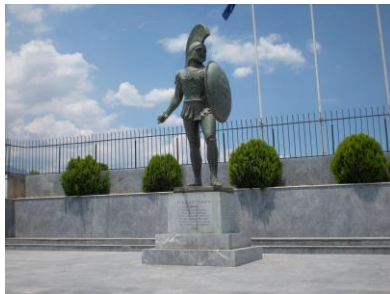
Ancient Theatre of Sparta

(Pictures 60-62, Figure 22)

3.1.3.1.5 Statue of Leonidas - Sparta

In 1969, in Sparta, in front of the municipal stadium, at the end of K. Palaiologou Street, was built a magnificent statue of the king of Sparta Leonidas. The king of ancient Sparta, who glorified it in the world and throughout the centuries with his heroic sacrifice at Thermopylae 480 BC. This magnificent and imposing statue of Leonidas was made by the Greek sculptor Vassos Falereas (1905-1979), who was one of the most important representatives of the academic school of sculptures in Greece in the 20th century(<http://laconialive.gr/%CF%84%CE%BF->

<http://www.spartathlon.gr/el/the-spartathlon-race-el/historical-information-el.html>). King's Leonidas statue define the finish line of Spartathlon, maybe the most difficult race in the world. A race that starts in Athens and ends in Sparta, as a special homage to Phidippides, the person who send by Athenian generals to ask for help from Sparta, against the war to the Persians(<http://www.spartathlon.gr/el/the-spartathlon-race-el/historical-information-el.html>).



Statue of Leonidas (Sparta)

(Pictures 63-65, Figure 23)

3.1.3.1.6 Petrified Forest of St. Nicolas

The Petrified Forest that extends along the coast of Saint Nikolaos in Neapoli, is a nature's miracle. A geological museum that contains palm trees, conifers, and hardwood trunks that dated 2-3 million years ago and discovered next to the sea.

(<http://www.mythicalpeloponnese.gr/?p=2369&lang=en>)



Petrified Forest of St. Nicolas

(Pictures 66-68, Figure 24)

3.1.4 Selection of Cape's Tainaro Lighthouse

3.1.4.1 Reason of the final Selection

Laconia's top choices to be visited, as suggested by the Lonely Planet, are few regarding the region's history. There are many landmarks, ancient ruins, historic sites and places that remain unknown to most of the visitors of the region or the Lonely Planet's guidebook. Such examples are the "golden sand" Simos Beach in Elafonisos island, the Saint Dimitrios shipwreck in Valtaki beach close to Gythio city, the Tzanetakis Tower in Gythio city, Diros Caves, Areopoli, Vathia, Itilo and Limeni villages, Passavas's, Geraki's and Kelefas's Castles, three of the lighthouses of

Greece Cape Maleas's, Gythio's, Cape Tainaro's and many more.

Following the first of the three axes of this thesis, the need to support a place that lacks of financial and tourism sustainability is crucial. That is why the Lighthouse of Cape Tainaro is the final selection of the place that has to be promoted. An area explored by few, filled with ancient and modern history.

3.1.4.2 History

3.1.4.2.1 History of the entire area of Cape Tainaro

Cape Tainaro is located in the middle leg of Peloponnese, and it took its name by the mythical hero Tainaro, who was one of the sons of Zeus. The cape, else called in Nautical maps as Cavo Matapas, is the southest point of the Balkan peninsula. It stands in the same latitude with South Sicily and Gibraltar's strait (A. Dounias & I. Liaskas, 1999).



Cape Tainaro and its Lighthouse

(Picture 69, Figure 25)

In ancient Greece was written that in the wider area of Cape Tainaro, located one of the Hades's Gates of hell. The Flanmand doctor and explorer Hugo Favolius in one of his journeys, describes in details, historical and mythological information that in this filled with rocks and stones area stands one of the Hades's Gates. He uses in his scripts the myth of Hercules when he visited the underworld and speaks about a cave that black stanchd air comes out of it. A myth that Homer used in the epic poem of Iliad. Lucius, another writer, refers to the dark caves of Pluto and the gates of Tainaro as a border through the underworld, while Pombonius Melas locates the temple of God Poseidon, that ruins are still remain in the area of Tainaro, as the location of the mythical

cave gate (R. N. Dimopoulou, 2010). Another writer and famous explorer Pausanias, refers to this small cave as the necromancy of Poseidon's temple (W. Heinemann, 1928).



Temple of God Poseidon - Hades Gates

(Picture 70, Figure 26)

The area was an important worship place for the Spartans due to the temple of God Poseidon. His pilgrims named “Tainaristai” and the festivities organized by Spartans called “Tainaria”. Nowadays, a small mosaic of house ruins is preserved in the ancient city of Tainaro.



Mosaic of a house ruins

(Picture 71, Figure 27)

In March 1941, a naval battle took place in front of the cape between the British and Italian fleets, known as the "naval battle of Tainaro". The British had called on Greek warships to participate but eventually failed to arrive in time due to poor understanding. On the night of March 28th, the British fleet collided with the Royal Italian Navy. The winner of the naval battle was Britain, which took control of the Mediterranean sea (A. Dounias & I. Liaskas, 1999).



Painting of Rowland Langmaid - The naval battle of Tainaro

(Picture 72, Figure 28)

3.1.4.2.2 History of Cape's Tainaro Lighthouse

The square tower of the Lighthouse in Cape Tainaro, is constructed by the French in 1882 and operated for the first time in 1887. During the World War II, it remained off in the context of reconstruction of the lighthouse network of Greece and reopened in 1947. In 1984, when an automated lighting system placed in it, the lighthouse was abandoned and it has been included to preservable lighthouses of Greece. It was restored as a lighthouse monument in 2008-2009, by the Lighthouse Greek Service, under the responsibility of the architect D. Eftaksiopoulou, sponsored by the Laskaridis Foundation (M.Souladaki, 2000; D. Askouni, 2011)

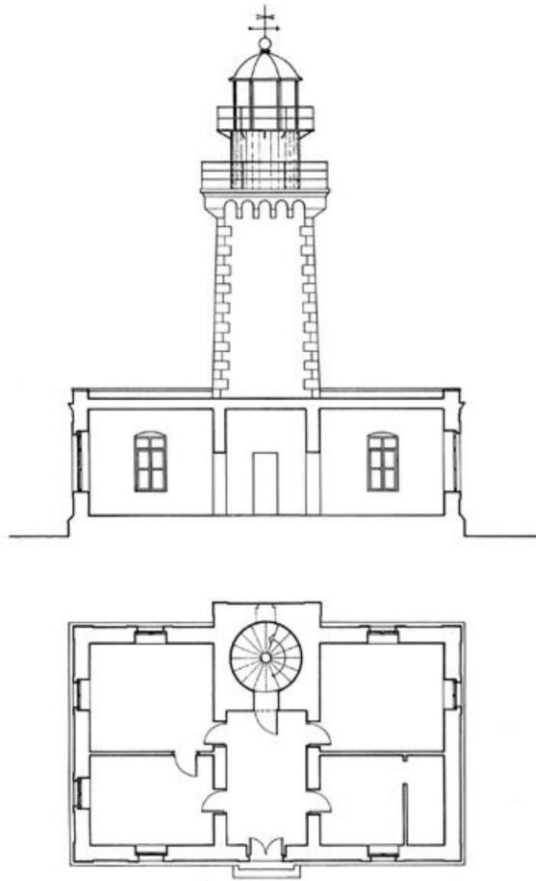


Cape Tainaro - Lighthouse

(Picture 73, Figure 29)

3.1.4.2.3 The Architecture of the Cape's Tainaro Lighthouse

The sixteen meter high square tower, with the forty one meter focal point is enclosed by the two-storey metal cage with the illuminating mechanism and the rotary diopter. The stone-built walls of both the tower and the residential building, are externally coated with marble at all visible angles, the eaves, the rooftop of the house, the arched windows and doors.



Architecture drawings of Cape's Tainaro Lighthouse (D. Askouni, 2011)

(Picture 74, Figure 30)

In the architectural drawings of Cape's Tainaro Lighthouse, is distinguished the rectangular residential building on the base, the tower and the cage with the visual mechanism. The architecture of the object follows the widespread typology of the lighthouses of its period. It is about an idyllic eclectic industrial architecture with pure geometric shapes and a few decorative elements in metal and stone combinations (D. Askouni, 2011).

3.2 Local Product Selection

3.2.1 Which are the PDO-PGI-TSG local products in Laconia

Regulations of PDO-PGI-TSG products

“Protected Designation of Origin (PDO)

Protected Geographical Indication (PGI)

Traditional Specialties Guaranteed (TSG)

In 1992 according to the regulation 2081/92, the European Union first adopted the system for the protection of geographical indications and the designations of origin of agricultural products and foodstuffs and according to the regulation 2082/92 the rules on the certificates of specific character for agricultural products and foodstuffs. In 2006 to improve the system, the above regulations have been replaced by regulations (EC) 510/06 and (EC) 509/06 respectively, without changing their scope and feasibility.

By Regulation (EE)1151/2012 of 21 November 2012 on quality schemes for agricultural products and foodstuffs the above mentioned regulations ((EC)509/2006 and (EC)510/2006) are merged into a single legal framework. While in this regulation have been added and other quality schemes such as optional quality terms “mountain product”, “product of island farming” etc.

In accordance with the aforementioned regulations and under the reorientation of the Common Agricultural Policy (CAP), the farmers are encouraged to switch to forms of integrated rural development through the diversification of rural production. Furthermore, it is possible the producers (especially in disadvantaged and remote areas) to promote easily their products with special characteristics, achieving better market prices and thereby improving their income and on the other hand consumers to buy quality products with guarantees for the production, processing and geographic origin.

Definitions

Designation of origin

‘Designation of origin’ is a name which identifies a product:

- (a) originating in a specific place, region or, in exceptional cases, a country;
- (b) whose quality or characteristics are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors; and
- (c) the production steps of which all take place in the defined geographical area.

Geographical indication

‘Geographical indication’ is a name which identifies a product:

- (a) originating in a specific place, region or country;
- (b) whose given quality, reputation or other characteristic is essentially attributable to its geographical origin; and
- (c) at least one of the production steps of which take place in the defined geographical area

Traditional Specialty Guaranteed Product

A name shall be eligible for registration as a ‘traditional specialty guaranteed’ where it describes a specific product or foodstuff that:

- (a) results from a mode of production, processing or composition corresponding to traditional practice for that product or foodstuff; or
- (b) is produced from raw materials or ingredients that are those traditionally used”

(<http://www.minagric.gr/index.php/en/farmer-menu-2/pdo-pgi-tsgproducts-menu>)

As for the local food products that Laconia produces, and also having Designation Origin trademark and these are Olive Oil that comes from Krokees, Petrina and Phiniki regions, Feta

cheese and Sfela cheese(http://www.minagric.gr/images/stories/docs/agrotis/POP-PGE/proionta_ana_perifereia_05_2017.pdf). Sfela is a white-yellow color semi-hard cheese via brine, with many small holes on its mass, without skin and parallelepiped shape. Is being produced by sheep or goat milk, or the combination of them both. Its name comes from the way its mass is being cut off in stripes (E. Christodoulou, 2016). Furthermore, a PDO wine is the white sweet Monemvasia-Malvasia, named by the same area that comes from in region Laconia.

3.2.2 Which are the exporting products in Region Laconia

The agricultural production of region Laconia is dominated by olive cultivation. Olive oil reaches the 40-50% of the total crop production; together with orange juice are the most important produced products of the region (I. Lympiotakos, 2013).

About 832,000 acres of olives are grown in the county, of which:

- 660.000 acres with dry oil, 79.3%
- 130,000 acres with irrigation oil, 15,6%
- 18,000 acres with dry edible olives, 2,2%
- 24.000 acres with irrigated olives 2.9%

Of the total olive cultivation, the 80,000 acres are cultivated with the organic production method, of which about 52,000 (65%) are olive oil, and the remaining 28,000 (35%) are edible olives.

The production of olive oil, according a year, is between 15,000 tons to 35,000, while the production of edible olive is 5,000 tons to 10,000 tons(V. Maniatakos, 2010). Some of the known products of olive trees are virgin olive oil, extra virgin one, olives, sweet olives, green and black ones, filled olives, olive paste, etc.(I. Lympiotakos, 2013).

The cultivation of different species of citrus trees occupies 22,391 acres of the region. Among them are the valencia orange, merlin orange, clementine tangerine, ortanic tangerine, white & red greip fruits, etc.

As for the viniculture, it occupies 7,300 acres cultivated with wine grape varieties and 100 acres

of table ones(V. Maniatakos, 2010). Apart from the PDO Monemvasia-Malvasia wine, winemaking in Laconia includes several species such as red dry, white, Agiorgitiko, pink, Moschofilero, semi-sweet, Roditis, Asproudi, honey wine, etc.

The cultivation of the fig tree has been limited to 2,600 acres and the production range is around 850 tonnes of dried figs. Chestnut cultivation occupies 1,980 acres, of which 1,500 are cultivated organically. Chestnut production reaches its best years 400 tones. Walnut cultivation occupies 1,700 acres, while almond reaches 370 acres (V. Maniatakos, 2010).

As for the vegetables, they occupy 20,000 acres of the whole county, with basic cultivation of tomato, which reaches 5,000 acres. The cereals, which are mainly oats and wheat, are mostly cut as hay. There are also 6,500 acres of corn cultivation. The greenhouses of the county occupy about 1,400 acres, of which 500 acres with tomatoes and 600 acres of pepper and eggplant (V. Maniatakos, 2010).

Another one cultivation, most known in ancient times at the mediterranean area and not so much in nowadays, is Loupine. Today, lupine bean is known as an excellent fodder, but also as a snack for men, contained in jars with brine, due to its great nutritional value that competes with that of soybean (Makridis; Leontopoulos; Papadopoulou; Petrotos, 2010). Also, after processing loupine's fruit it can be produced flour, pasta and ice-cream for those people that they are allergic to gluten & lactose.

Beekeeping, is also an agricultural profession that people in Laconia choose to do mostly on the mountains of the county. The production is covered mainly by citrus honey(Tsigouri; Passaloglou-Katralli; Sabatakou, 2004), but also with the highest quality of Thyme honey, Fir honey, Eucalyptus honey, Heather honey, Pollen, Royal jelly, etc.

Premium quality herbs and spices can be found in whole of Laconian county, that they are being gathered by hand and dried naturally, such as Oregano, Hypericum perforatum, Basil, Rosemary, Spearmint, Thymus, Origanum dictamnus, Origanum majorana, Lemon balm (*Melissa officinalis*), the most known in Parnona's mountain, Mountain Tea *Sideritis clandestina* subsp.

clandestina, etc(<http://www.fdparnonas.gr/prostasia-aromatikon-futon-ston-parnona/>).

Of course we cannot overlook some other local products of region Laconia such as Dairy products, local sweets, processed seafood products, fresh meat by the farms all over the county, etc.

Beside the primary sector's products that are being produced, in region Laconia you can also find some secondary sector's ones that industries produce as a finished and usable product that comes after processing of one or more of them or even by the combination of them, such as essential oils, soaps, sesame seed candies, wax salve, tsipouro liquor brandy, Ouzo, walnut liquor, wax candles, vinegar etc.

(<http://www.agrodata.gr/%CE%B1%CE%BD%CE%B1%CE%B6%CE%AE%CF%84%CE%B7%CF%83%CE%B7-%CF%80%CE%B1%CF%81%CE%B1%CE%B3%CF%89%CE%B3%CF%8E%CE%BD/31>)

3.2.3 Selection of Herb Tea

3.2.3.1 Interviewing Rhoeco Company

Aiming to gain more information about natural products, an interview of a working company in the food products industry, could support even more the research. The characteristics of the company which will be chosen for this interview has to have young people working in it, people with high educational level and lovers and protectors of nature and its products.

Rhoeco is a new company in Greece, a team of young professional agriculturists that produces a high quality herbal tea blends while continually strive to improve and contribute to a greener and safer planet. Their own name giving the idea of protecting and respecting nature, by containing in it the word eco.

**** Interviewer (I), Rhoeco Company (R)**

(I): Why did you choose to work with herbal teas?

(R): Due to our educational studies (they are all three of them agriculturists). Also because we wanted to change our habit of drinking coffee. We love to consume tea, but every time we tasted tea in many European countries, it was extremely low quality. We wanted to find a high quality one as the Greek ones but it was hard to find.

(I): What difficulties did you find until you decide to continue with these herbs?

(R): We spend a lot of time in research, in libraries and the lab, until we decide the combinations of the herbs that we will continue with.

(I): Which are the benefits in human health by consuming herbal tea?

(R): Firstly, it is forbidden by law to indicate on the packaging, the benefits in health. However, every herbs has its own advantages.

(I): Did the packaging helped you to promote easier your herbs combinations?

(R): At the beginning, the biodegradable packaging helped the promotion very much and customers started to know us as an eco-friendly company, but our main goal was still to be known as a company which has a high quality product. That became clear in the future, when customers started to ask for samples of our herbs without ever seeing our packaging.

(I): Why did you choose the small bag that contains the herbs inside the outer packaging?

(R): We did not want to have any permeability into the main product and have as a result even lose 1% of the aroma or the benefits of herbs. Also, we decided it for weather conditions and shipping reasons as well.

(I): Which is the message that you want to pass to the customers with your product? Greeks and other consumers of the world.

(R): For the Greek customers we would like to pass them the message that the herbs which are being cut off the mountain by random people or the garden by our relatives, maybe it is not low

quality but it is even more high quality when the herbs are being selected by a professional. As for the rest of the world consumers, we would like to make them know how high quality are Greek herbs.

(I): Which are the shoppers that you aim for?

(R): Definitely at the beginning were the shoppers all over the world and then Greek ones. It was our main goal to be famous about our high quality products. It is easy to be compared with low quality herbs and become famous by providing the same herbs but high quality Greek ones.

(I): Which is your main goal as a new Greek brand?

(R): Of course our first goal is to be financially speaking a healthy company. Our deeper goal is our company name to be connected with herbs in Greece around the world.

(I): Which companies do you consider as your competitors?

(R): In Greece we think that we do not have any. Even “Anassa herbs”, have a different shopping audience. Ours is younger than theirs. Also, “Anassa herbs” is being promoted as a souvenir, as is being sold in places like airport. We would like to promote a youth style of living, using ourselves in social media and not following a strict professional policy.

(I): Which are the preferred tastes in Greece and rest of the world?

(R): Outside Greece the tastes are classic black, green and yellow tea, ginger etc. In Greece they prefer mountain tea, chamomile etc.

(I): Do you believe if a herb can be connected with a specific region?

(R): Generally, the most of the herbs can be found and grow in many regions of Greece. However, sometimes can be connected due to high quality productions in a region. For example dittany is famous and connected with Crete.

(I): Will you ever buy a souvenir that contains a local food product?

(R) : Generally speaking no we will not. And that is because we think souvenirs as kitsch designed products. Although, we could buy local food product with a good design aesthetics

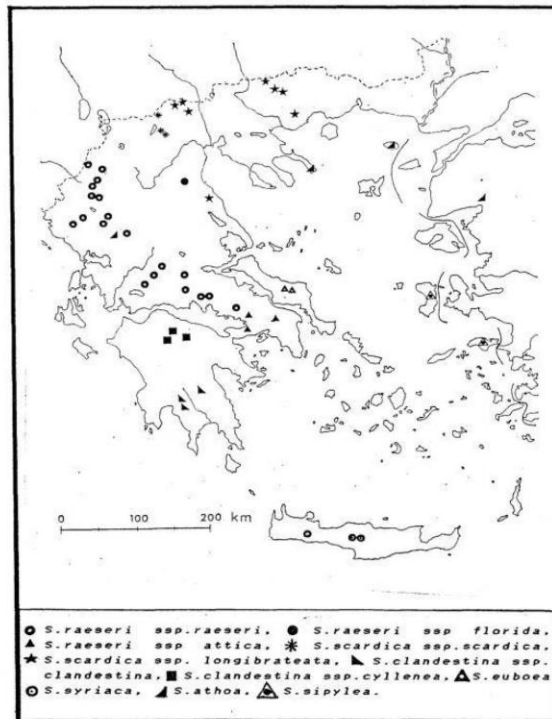
packaging, as we usually do in our trips.

(I): What is your opinion of Greek souvenirs nowadays?

(R): Sadly, most of the souvenirs are kitsch designed ones. But in the last 3-4 years a “wave” of new minimal and good aesthetics designed souvenirs has been grown. It is so pleasing to see another industry evolving through the years. An industry that will help also tourism sustainability.

3.2.3.2 History of Herb Tea in Region Laconia

According research there are few herbs that grow specially in region Laconia. The most known are the self-seeded Levander (Lavender stoechas or spica), Pelargonium (of the Geraniaceae's family) and the endemic Sideritis Clandestina and cyllena (C. Gavrieli, 2000, I. Kakalliouras; A. Stamatis; P. Droukas, 1995).



Allocation map of Sideritis in Greek territory (V. Gkergkis, 1990)

(Picture 75, Figure 31)

Although, already some herbs are produced in region Laconia and intended to become beverages, as every one of them has its own benefit to human health. Examples are the perforate St John's-wort, the lemon balm (*Melissa officinalis*), the dittany and samphire.

3.2.3.3 Reason of the Final Selection

Continuing the completion of the second axis, for the selection of the local food product in region Laconia, it is obligatory to find the gap in the market among all region and take financial advantage of it.

As research shown before, branded herbs hold a small part of the market in Laconia. More specifically, there is only one brand/society (Laconian Herb Society) that produces and standardize herbs using packaging. Every other independent rural producer of herbs does not standardize its product. Considering Rhoeco's team opinion, which said that it is crucial to be understand that the professional's production, process and screening of herbs constitute proof of the a high quality product, it is understandable that a placement for a new standardized herbs brand can fill this market's gap.

Furthermore, as more people started to turn their life direction to well-being and eco-friendly, creates another advantage to promote the benefits of herbs through beverages is being revealed. Levander's beverage can help to treat insomnia, ginger's will support for detoxification and weight loss etc.

Lastly, it is also important to mention the final packaging design and materials choice convenience, which will not need many specifications, as the product will not need for example special temperature on its shipping. Probably as Rhoeco did, it will be used a small bag in the container to keep the aromas and the benefits of herbs shielded.

As a result, souvenir's container will be filled with every herb that is being produced in region Laconia, giving the opportunity to consumers to taste their beloved beverages of the region that have been visited.

4. Product's Development Design Process

At this stage of the thesis, it is going to be explored and completed all the steps of a product's development and its design process, until the time the product is ready to reach the market.

4.1 Product's requirements (phase 1)

As the research for souvenirs in Greece and region Laconia's history, monumental sights and produced products has been completed, it is time to use all these information and define the final product requirements that must to be followed in the design process.

- Design a **multifunctional** souvenir
- Design a **souvenir** that is also a **container of a local food product**
- Design a souvenir that it is directly linked to a region of Greece that has a potential in tourism industry: **Laconia**
- Design a souvenir that will represent a specific sightseeing or monument of region Laconia: **Cape's Tainaro Lighthouse**
- Design souvenir's container for a local food product that lacks of recognisability from the region that is being produced of: **Herbs**

4.1.1 Research (phase 1)

One of the most recognizable souvenir containers of a local food product, as it mentioned in paragraph 2.2.4.2, is the Ladolea Olive oil. Its design is a combination of ancient Olympic Games historical elements and also the container of Korinthos's region high quality olive oil.



LADOLEA Olive Oil

(Picture 76, Figure 32)

Research results about souvenirs of region Laconia shown us that there are not differences about the products that are being sold in relation with the rest of Greece's regions. Art crafts, paintings and kitsch designed figures of Gods, King Leonidas and Spartan's armor replicas. Most of the visitors attend to buy local food products like olive oil, oranges or local produced sweets. Also, we have to point that Cape Tainaro and its Lighthouse it is not well known to tourists, so it is possible none souvenir to be exist until now.

Rhoeco Company mentioned that most of the people in the world turn to a more healthy life close to nature and its pure products. Herbs are nature's life proof of pureness due to not getting through any chemical process or combination like other products. As pointed in paragraph 3.2.3.3, the only company that produces and standardizes herbs in region Laconia is Laconian Herb Society. Their products primarily target group is not tourists, as none of their packaging used as a reminder of the region. However, it can be considered as a souvenir if the shops that is being sold is airport or souvenir shops.

4.2 Design Brief and final product's requirements (phase 2)

The next step to be followed, is to finalize the product's constraints. This step will give the information is needed about the dos and don'ts of design process.

- Design a fully functional **Herb's packaging/container and a tea/beverages pot/mug with a strainer** that will constitutes the full body of the souvenir
- Design the herb's container and the teapot, as **a reminder of visiting** the Cape's Tainaro Lighthouse
- Design a souvenir that its aesthetics are **minimal** and not kitsch
- Design a souvenir that will be **re-used** by its consumers in their everyday life
- Built in **Solidworks** and rendered in **Keyshot**

4.2.1 Research (phase 2)

In phase 2 research it is analyzed every information about the main competitors of the new product. It is crucial to point the differences of them in relation with the main design goal. In the end the disadvantages of them may turned for our new designed souvenir as advantages.

4.2.1.1 Greek Brand Competitors

Standardized herbs in Greece have as a main goal to promote their products for their high quality standards and not be a part of souvenirs market, as mentioned by Rhoeco Co. Some great examples of known companies in Greece that standardize herbs for hot or cold beverages are Rhoeco, Krocus Kozanis, Grek, Laconian Herb Society etc.



Krocus Kozanis



Laconian Herbs Society

(Pictures 77-78, Figure 33)



Rhoeco



GREK Herbs

(Pictures 79-80, Figure 34)

Although, a known brand called “ANASSA” uses Greek historical and mythological elements on its packaging and their products considered for many as a souvenir.



ANASSA Herbs

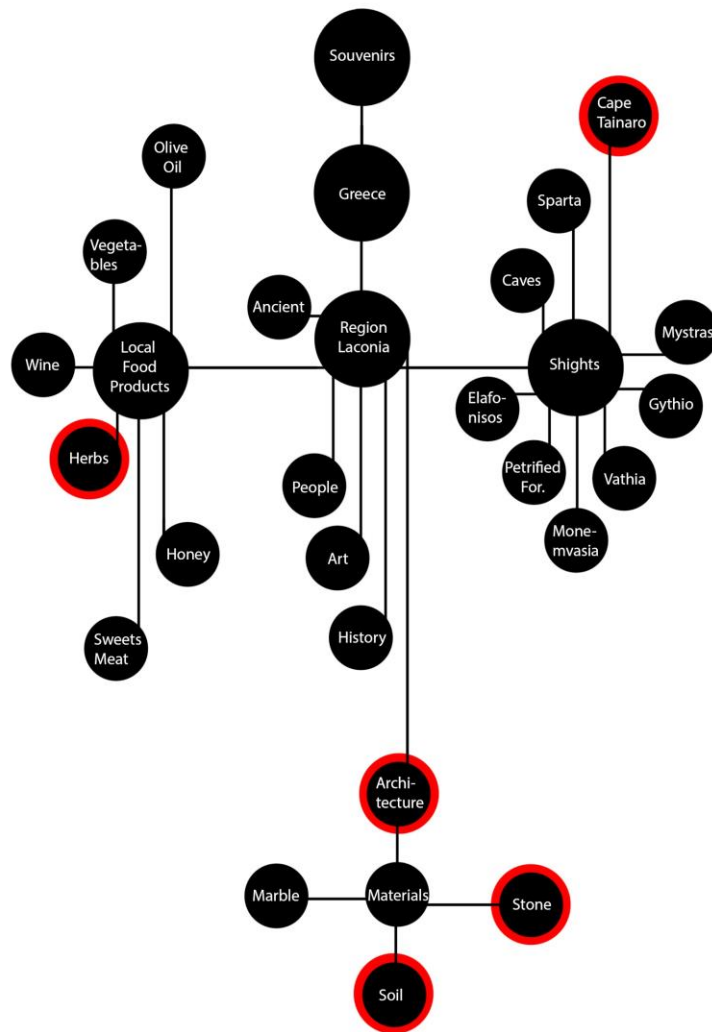
(Picture 81, Figure 35)

4.3 Synthesis

This is the main stage of product’s design development. The steps and the decisions that will follow, will finalize the value and aesthetics of the new product.

4.3.1 Mind Mapping

In Mind mapping, it is shown the steps and the decisions that have been taken during research, using graphics.



Mind Mapping

Figure 36

4.3.2 Laconia's Sightseeing Mood Board

Below, on picture 82 it is shown most of the sights of region Laconia that will give the inspiration to the designer. Architecture, construction materials, colors, weather, shapes, forms, will set the basis of the design.



Laconia's Sightseeing Mood Board

(Picture 82, Figure 37)

4.3.3 Tea Pot's Mood Board

Tea pot's examples, will also inspire the designer about the aesthetics, the shapes and form that final product will have.

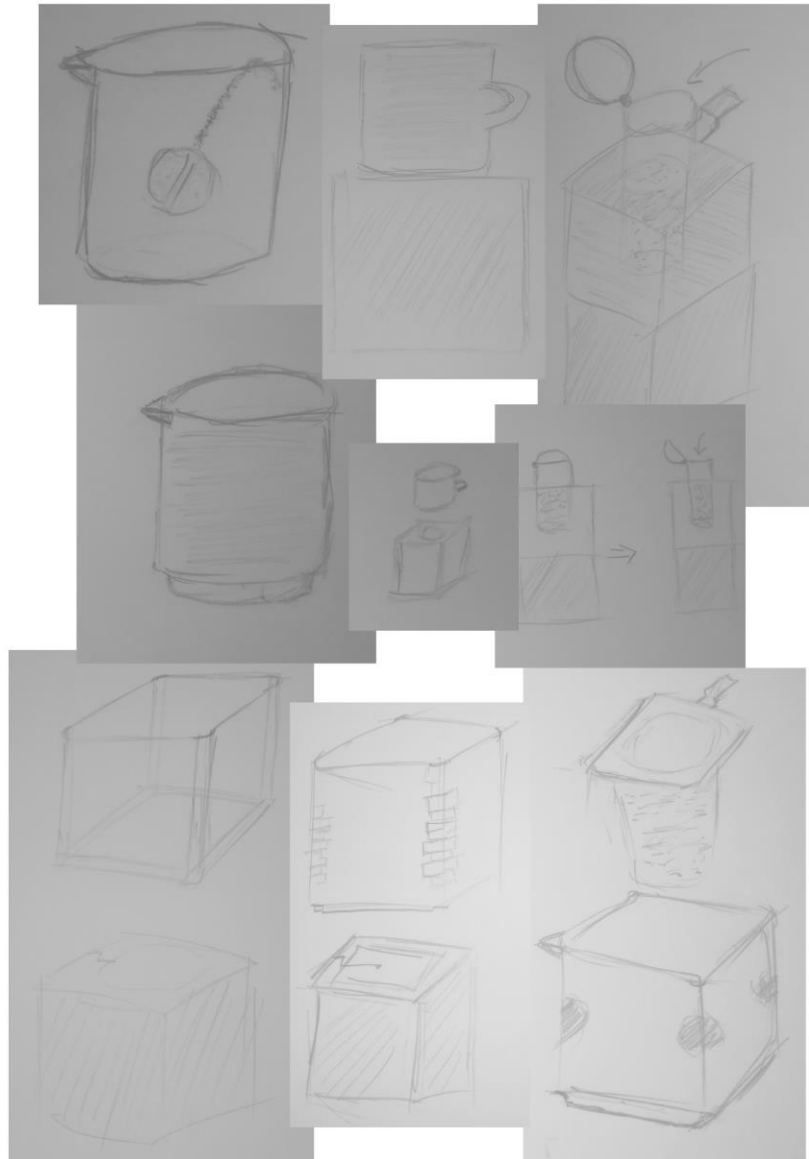


Tea Pot's Mood Board

(Picture 83, Figure 38)

4.3.4 Concept's Sketches

Sketches of different concepts about the souvenir, until the final decision will be made.



Sketches

(Picture 84, Figure 39)

4.3.5 Final Concept - Rendering - 3D Model



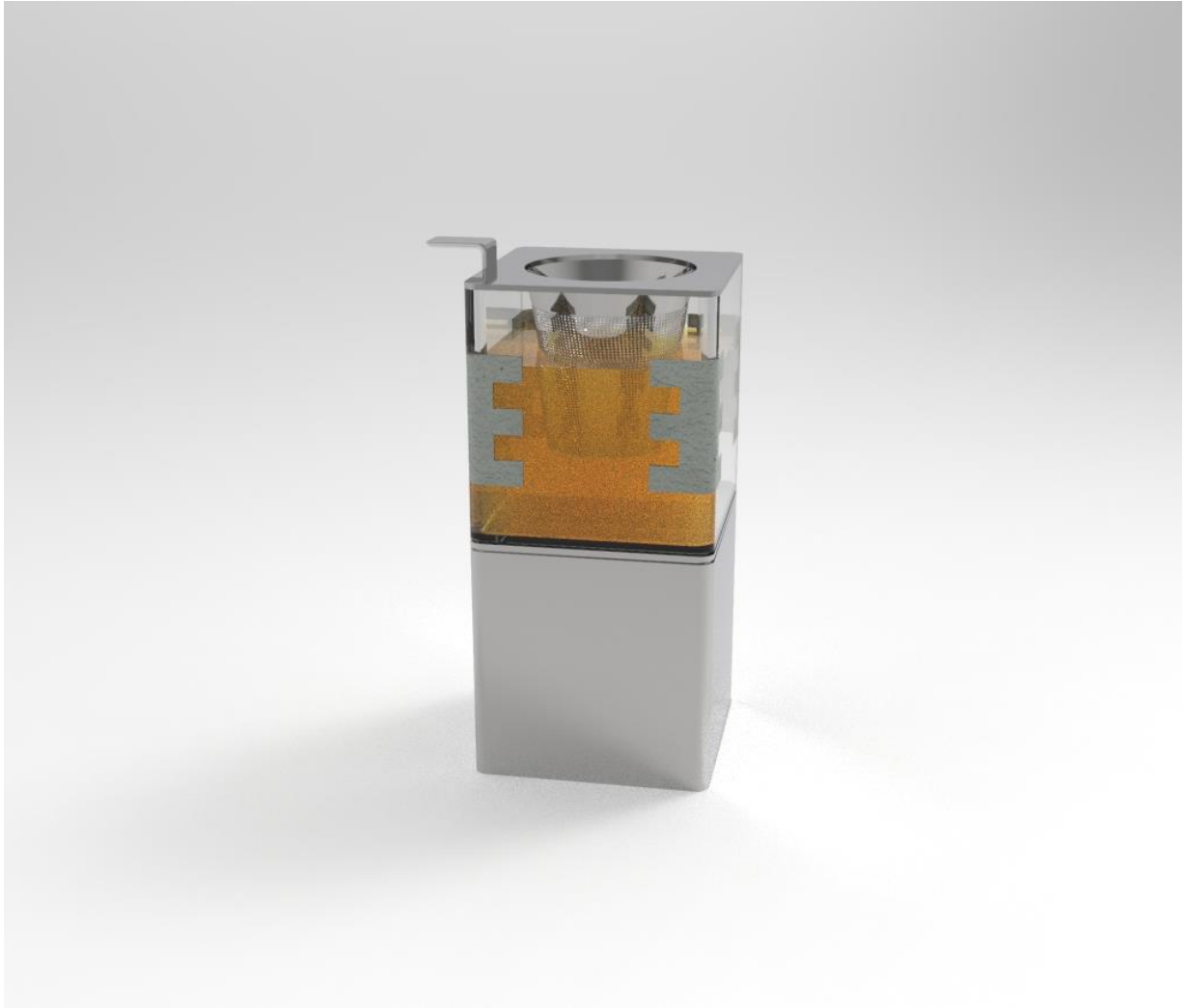
(Picture 85, Figure 40)



(Picture 86, Figure 41)

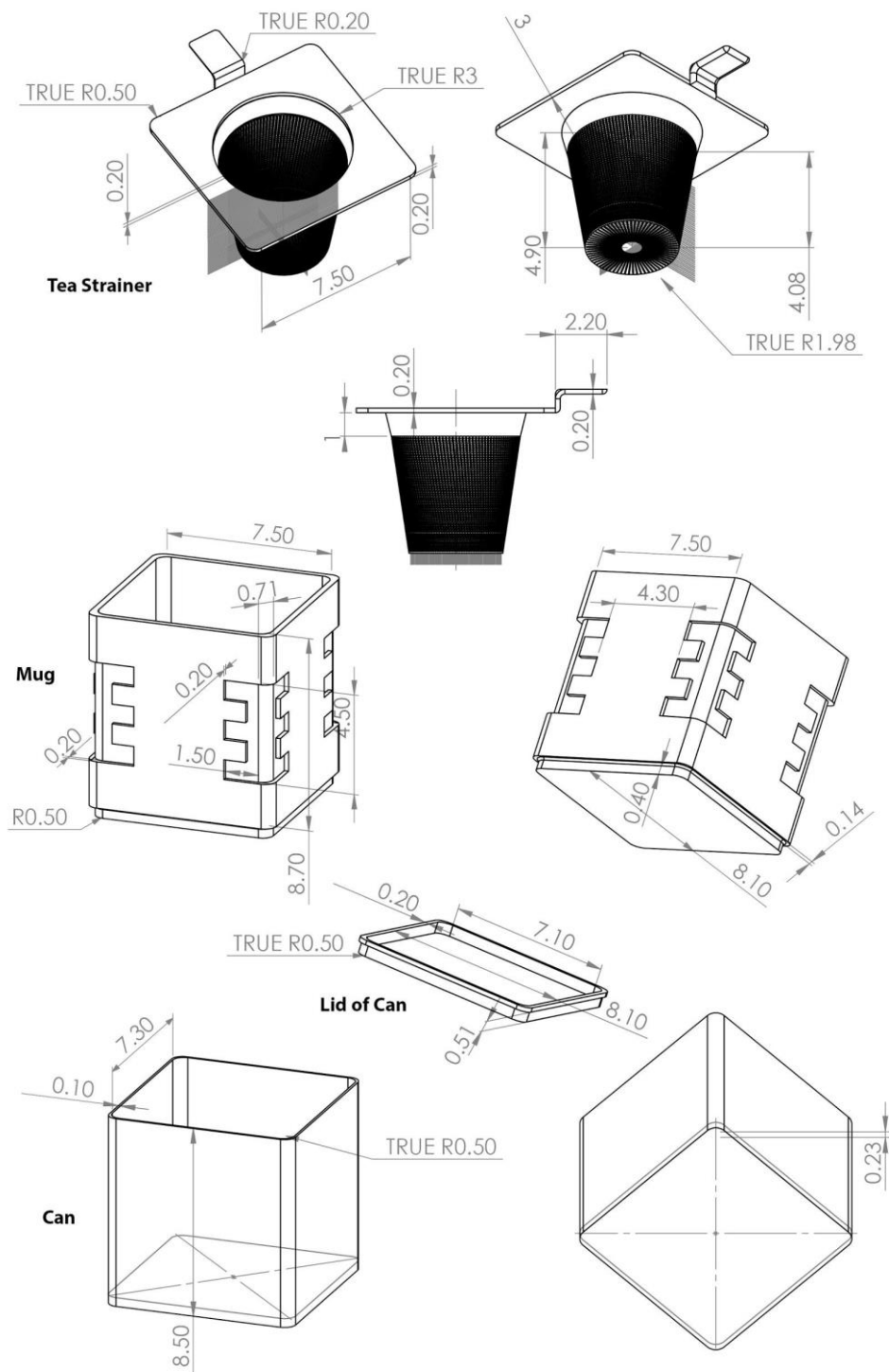


(Picture 87, Figure 42)



(Picture 88, Figure 43)

4.3.6 Technical Drawings



(Picture 89, Figure 44)

4.3.7 Material Selection & Manufacturing Method

The materials that have been picked to use on the final concept are inox steel 304/308/316, glass, stainless steel and foam.

Inox steel 304/308/316, will be used to construct the can of the herbs and its lid. It is important to protect food, with minimum chemical reactions of their acids with steel. The manufacture method that it will be used to produce inox steel is at the beginning Deep Drawing. It is a procedure that one sheet of inox sculptured to create the final shape. In the end of the procedure, some surplus material remains, that is why Stamping procedure is needed to cut off any surplus.

On the tea pot strainer, stainless steel will be used and the procedures for the manufacturing methods that will be followed are Stamping, Forming and Spot Welding. For the actual mesh of the strainer nowadays most production companies buy the mesh as raw material, because the production is more expensive, complicated and very time consuming.

Glass will be the main material of the construction of the tea pot. Its manufacture method will be Pressed Glass Processing, where softened hot gob drops poured into mould. The gob settles and plunger descends until the final shape is pressed to give the result of the final product.

Finally on the 4 corners of the tea pot will be used foam that will help the user not to burn its fingers when it grabs it and the glass is filled with hot water.

4.4 Conclusions

The main goal of the design process was to design a souvenir which its shape and form will stand as a reminder of Cape's Tainaro Lighthouse. The inspiration came from the actual shape of the lighthouse, which the architecture shape is the same as in the most historical monuments and specially the fortified towers in Mani. The final design kept the minimal requirements using geometric shapes along with the architecture patterns of the Lighthouse. The final aim of this

souvenir is to be re-used by its consumer every day, while he is enjoying the traditional herbs of region Laconia as a beverage and recovers all the memories that kept in mind on his journey to Laconia and Cape Tainaro.

An extension of this souvenir could be also a full tea pot and cups series, or a present box which will contain a series of herbs. Furthermore, it is crucial for the souvenir to be promoted as a multifunctional product that stands as a branch of this new design souvenir era that has already begin.

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